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"Always Tootin' For The Best"

Tailored Tree The Bugle



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Letter to Nursery Customers:

Spring Tree Letter 1956

I have just returned from an inspection trip of nurseries growing tailored trees for me on the west coast. There will be some beautiful material for spring but there won't be any Kwanzan Cherries. They were badly damaged or killed in the unseasonal freeze that hit the northwest in November.

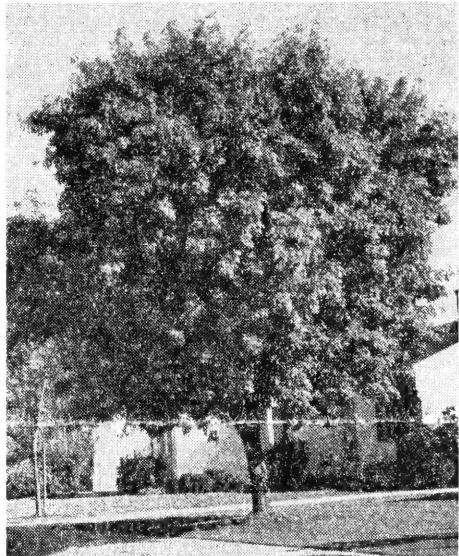
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I particularly want to call your attention to a tree I have had in production and which is now ready. It is the **Modesto Ash** (*Faxinus velutina*) a variety of the Arizona Ash. It's a beautiful small tree to about 20', with dark green shiny pendulous foliage and a nice round head. It is quite hardy, having been grown in the Salt Lake City Area (Zone 4) for 20 years, yet if you look it up in Rehder you will find he lists it as "Zone VII?". However most people agree Rehder was a bit conservative in many estimates. The tree is growing well at the Rancho and Roy Nordine tells me it has been growing successfully in the difficult Chicago area for four years.

I will have a choice lot of them for spring, 6/8' with nicely branched heads.

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Two other trees that are going over good with the taxpayers in other cities just as they did for me in Cleveland are, the **Idaho Locust** and the **Globe Locust**. With the latter tree, we found the conventional



The Modesto Ash

6' stem was too low so now I am having it grown on special order for street use, on 7' stems. By all means use this tree. You will find as others have, as reorders prove too, that people admire this pretty little tree. Sure it's got faults, but they are all little ones, and even at maturity it wouldn't cost more than five bucks to remove one. But that's beside the point. The tree has beauty, advertising value for your program because it grows fast, and the maintenance is practically nothing—one DDT spray for borers prefoliar when you are spraying for DED. Your job is to plant trees that will please people and at the same time eliminate conflicts. **The Globe Locust** will do it. And because it grows fast it will advertise your program to the public in only one or two years. Use it on older streets or business streets or heavily trafficked cross-town arteries where the maximum number will see it. You will be very happy about it.

* * *

The **Idaho Locust** is another fast grower, but it won't go over 20' on streets. Its crowning glory are the masses of rose pink flowers that cover it in June. It's really a beautiful thing and just one measly little DDT spray is all it needs (prefoliar) to keep the borers out. Here's another tree people will compliment you on. I know. They are buying them right and left from the ones they have seen on Cleveland streets. I'll have some fine 8/10 and a few 10/12 heavy branched ones for spring. If you try this you will never be sorry.

* * *

I've got one brand new Globe head tree for your street tree job this spring. It's an exclusive Tailored Tree, never before offered by the nursery trade and now it is specifically designed for street use. It is the **Globe Hawthorn** (*Crataegus monogyna compacta*), worked on 6' stems. The one year tops are small, but it's a slow growing long lived functional tree with a low maintenance quotient. White flowers, good foliage and nice berries. Unexcelled for use under low wires, narrow treelawn and, or, shallow setback. A splendid plant for formal landscape effects. Not many left for this spring so order soon. Hope to have about 500 next year. Take my word for it this and the other small globes I'm making available are important tree types. I used over a thousand on Cleveland streets and people admire them tremendously. Others have found this to be true.

* * *

The Globe Norway (*Acer plat. umbrac.*) and the Globe Elm (*Ulmus carpinifolia umbrac.*) are two more globes—one small, one large (the elm to 35') that will help dress up your streets—tune into the atomic age with these and other Tailored Trees.

There's a good reason why I am growing these globe head trees. My personal experience with them on Cleveland streets has more than borne out my expectations for the type. The public likes them—they even call you up and say so. Recently three other city foresters who tried them have had the same reaction, and they are coming back for more.

I have a variety of Honey Locust under trial as a small globe. Altho I think the Honey Locust is a poor street tree because of its brittleness and size, in fact it is more brash than the silver maple, I feel that this globe will be small enough that wind and snow will not break it down like the species or its varieties. Anyway it is an interesting trial and may make another good small globe. We need about 7 or 8 to have a real selection from which to choose.

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Don't forget that superb beauty, the Hophornbeam (*Ostrya virginiana*). I'll have another nice block of 6/8' and 8/10' for spring. When you plant these **be sure** you use **at least 50 or 60% peat moss** in the **planting mix**.

The *Ostrya* comes about as close to being the perfect street tree as it is possible for any one tree. It is beautiful summer and winter and has no disorders. It goes to about 20' or 25' and develops a small trunk that makes it possible to use it in a 3' treelawn.

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Don't forget a nice block of Pauls Scarlet Hawthorn, some Washingtons and Lavalles will be available for spring 8/10'.

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In planting any street tree it is **important to prepare a friable medium—use 50% to 60% peat humus and top soil**. Stake the tree, then **mulch heavy** with brush chips, straw or ground corn cobs. Maintain mulch for **several years or more**—this is important.

Many excellent selections of Red and Norway Maple are available for street planters from the Tailored Tree Nursery. A Ginkgo Selection Series of four forms, all male, will be available in a year or two. Many fine but never available species are being grown for the street tree field because they are badly needed. In the past, few nurseries wanted to bother growing trees that took more time or trouble than the Chinese

Elm or the Silver Maple—good trees that cost little to maintain and never become huge giant troublemakers cannot be grown as quickly and easily or sell as cheaply as the old nursery standbys, so if these better quality Tailored Trees cost a bit more, maybe a dollar or two, don't forget "It's not the original cost, it's the upkeep and Removal Cost".



ASK FOR COMPLETE CATALOG

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